

The New Long-Wheelbase BMW 5 Series Sedan. Contents.



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1. Summary.

World premiere of the new long-wheelbase BMW 5 Series Sedan: Developed and built exclusively for the Chinese car market, this truly exclusive sedan sets new standards in aesthetics, driving pleasure and comfort in the premium business sedan segment. Through its sporting but elegant design, the new long-wheelbase BMW 5 Series Sedan is truly impressive from every angle, pampering particularly the passengers at the rear with luxury class space and innovative features also typical of the luxury class.

New straight-six power units and a wide range of BMW EfficientDynamics technologies ensure superior sportiness combined with trendsetting efficiency. Sophisticated suspension technology ensures significant progress both in driving comfort and dynamic handling.

The new long-wheelbase BMW 5 Series Sedan is built at BMW's plant in Shenyang in cooperation with a large number of regional partners.

Design: sporting elegance in individual style.

The highly expressive front end, the elegantly stretched silhouette and the powerfully chiselled rear end give the new long-wheelbase BMW 5 Series Sedan a truly unmistakable look. Individual design features along the roofline and the side view of the car ensure that the long-wheelbase version with its wheelbase up by 14 centimetres or 5.5" again offers the right balance of proportions. The long side windows, for example, give the C-pillar a particularly slender and dynamic appearance, the coupé-like, flowing roofline comes out even more convincingly through the sheer length of the car. The characteristic daytime driving lights generated by LED light rings in conjunction with the optional xenon headlights, as well as the L-shaped rear lights with their homogeneous rows of lights, again contribute to that very special look so characteristic of BMW.

Interior: clear orientation towards the driver at the front, luxurious grand touring comfort at the rear.

The interior of the new long-wheelbase BMW 5 Series Sedan combines the driver-oriented cockpit and the high-tech instrument cluster in Black Panel technology with a truly luxurious ambience, lots of space at the rear, and exclusive model features.

The new long-wheelbase sedan comes with a high-comfort rear seat bench developed specifically for this model. Supreme grand touring comfort is ensured, among other things, by options such as four-zone automatic air conditioning, rear-seat entertainment, a cooling box as well as electrically adjustable sunblinds on the rear side windows and a folding table integrated in the backrest of the front passenger's seat, unique features unparalleled by the competition.

Driving experience: superior sportiness, supreme comfort.

Benefiting from the most advanced drivetrain and suspension technology, the new model offers significantly greater sportiness and comfort over its predecessor. The range of engines comprises three straight-six power units developing between 150 kW/204 hp and 225 kW/306 hp maximum output. A unique feature in this segment is the combination of a double wishbone front axle and the integral rear axle tailored to each individual model. And on the top-of-the-range BMW 535Li, Dynamic Drive Control allows an individual set-up of the car.

BMW EfficientDynamics for outstanding fuel economy and emission management.

All versions of the new long-wheelbase BMW 5 Series Sedan come as standard with eight-speed automatic transmission making an additional contribution to the car's efficiency just like EPS Electric Power Steering.

The highlights of BMW EfficientDynamics on board the car include Brake Energy Regeneration, on-demand control of ancillary units, and active air flap control. Fuel consumption and CO₂ are down versus the previous models by up to 18 per cent.

Innovative driver assistance systems from BMW ConnectedDrive.

BMW ConnectedDrive offers features such as BMW Night Vision able to detect individual persons, the BMW Parking Assistant and Lane Departure Warning, that is driver assistance technologies of the highest standard. Another option exclusive to BMW in this segment is the Head-Up Display.

Developed exclusively for China, built at BMW Plant Shenyang.

The new long-wheelbase BMW 5 Series Sedan has been developed exclusively for the Chinese automobile market. In its features and qualities, it specifically follows the requirements made of a truly outstanding business sedan in the premium segment. Production at BMW Plant Shenyang, on the other hand, follows the high, worldwide standards of the BMW Group in terms of quality, safety, and sustainability.

Significant investments were made for production of the new model in the expansion and modernisation of production facilities, and additional, specially trained employees have been hired to build the car. Close and intense cooperation with local production partners and suppliers, finally, convinces BMW that Plant Shenyang offers significant input for the intelligent creation of values.



2. Supremacy, Outstanding Comfort at the Rear, Efficient Driving Pleasure: The New Long-Wheelbase BMW 5 Series Sedan.

Auto China 2010 in Beijing provides the ideal venue for the world premiere of a truly fascinating Executive Express: German premium car maker BMW is presenting the long-wheelbase version of the new BMW 5 Series Sedan for the first time in China.

Built exclusively for the Chinese car market at the Shenyang Plant, the new model stands out through its very expressive, sporting and elegant design, supreme motoring comfort on the rear seats further enhanced by exceptional, innovative equipment features, and unmistakable driving pleasure combined with the highest level of efficiency in this segment of the market.

Presenting the long-wheelbase version of the new BMW 5 Series Sedan, BMW is proudly introducing a premium car with features aimed directly at the particular demands and requirements of the Chinese automobile market. In its design alone, the new model brings out the powerful look and the stylish, elegant lines of the new BMW 5 Series Sedan in a unique interpretation. Wheelbase up by 14 centimetres or 5.5" benefits the rear-seat passengers in full, who are able to enjoy all of this extra space.

From outside the long-wheelbase model is dominated by dynamic looks and design created not only by the elegantly stretched body of the car, but also, again in typical BMW style, by the long engine compartment lid and short overhangs front and rear. Apart from the driver's cockpit laid out and designed for modern and superior driving pleasure, the interior offers supreme grand touring comfort particularly on the rear seats. Both at the front and in the rear the space available is significantly greater than in the former model.

As a feature exclusive to the long-wheelbase version of the new BMW 5 Series Sedan, the new model comes with a special high-comfort rear seat bench with single seat contours on the outer seats. As the only car in its segment, the new long-wheelbase 5 Series Sedan furthermore features four-zone automatic air conditioning with a separate control unit at the rear, a folding table integrated in the backrest of the front passenger's seat, a rear seat entertainment system, and a cooling box housed behind the centre armrest.

The new long-wheelbase version of the BMW 5 Series Sedan comes with four engine variants ranging from 130 kW/177 hp all the way to

225 kW/306 hp. All of these muscular straight-six power units in the four model variants allow a level of performance significantly superior to the former models. At the same time the introduction of a wide range of BMW EfficientDynamics features combines this extra sportiness with a further reduction of both fuel consumption and emissions. And last but not least, power is transmitted to the rear wheels in all cases by eight-speed automatic transmission with Steptronic.

Superior suspension technology makes the new BMW 5 Series Sedan in its long-wheelbase version the benchmark in its segment in terms of both agility and motoring comfort. The double-wishbone front axle absolutely unique in this segment of the market as well as the patented integral rear axle ensure truly superior driving characteristics. The top-of-the-range BMW 535Li, finally, may also be enhanced in its suspension and chassis management by Dynamic Drive Control.

The new sedan underlines its innovative character through a wide range of driver assistance systems in some cases exclusive to BMW – including options such as the Head-Up Display, BMW Night Vision able to detect even individual persons, a Parking Assistant, and Lane Departure Warning.

Powerful, elegant design symbolising true driving pleasure and grand touring comfort.

In its overall looks, the long-wheelbase version of the new BMW 5 Series Sedan is both modern and representative. Particularly the front end of the car with its upright BMW kidney grille and highly expressive dual round headlights conveys a strong feeling of charismatic presence. In conjunction with the optional xenon headlights, the daytime driving light function is provided by LED light rings while the direction indicators moved far to the outside are each made up of ten LED units.

The harmonious proportions borne out clearly in the side view of the new BMW 5 Series Sedan provide a clear signal of the good balance of sportiness and driving comfort the new model has to offer. Customised, detailed design modifications around the roofline and in the side silhouette of the car give the long-wheelbase version of the new BMW 5 Series Sedan with its extra 14 centimetres/5 inches wheelbase the right synthesis of smoothly balanced proportions. The longer side window, as a result, adds a particularly slender and dynamic touch to the C-pillar.

The coupé-like roofline also comes out even more convincingly through the greater length of the car. Measuring 5.04 metres or 198.4" in overall length,

the new long-wheelbase BMW Sedan is 44 millimetres or 1.73" longer than the long-wheelbase version of the former model.

At the rear of the body smooth surfaces in chiselled concave design create dynamic light and shade effects emphasising the sporting character of the car. Stronger curvature around the rear wheel arch, in turn, bears clear reference to the car's rear-wheel drive.

The sculptural shape and design of the side and rear sections so typical of BMW bring together the individual surfaces smoothly in one common symbiosis. From the rear the slight indentation between the contour line and the wheel arch stands out clearly as the waist on the body of the car. The flared wheel arches and horizontal breakdown of the rear end, to mention yet another example, accentuate the muscular stature of the 5 Series Sedan.

The L-shaped rear light clusters with their three LED-fed rows of lights again reflect the typical look of the BMW brand, including its unmistakable night design. The harmoniously glowing light bodies extend all round into the side sections, additionally emphasising the width of the car. And last but not least, the direction indicators and the brake lights are also formed by LED units.

As a special feature exclusive to this model, the BMW 535Li comes with a chrome-plated roof bar stretching at the front to the bottom of the A-pillar and emphasising the sleek lines of the body in a most convincing, sophisticated manner. A chrome bracket on the door handles, in turn, bears reference to the optional Comfort Access. The range of paintwork colours available on the new long-wheelbase BMW 5 Series Sedan, finally, comprises one non-metallic and six metallic colours, including the new colours Imperial Blue Metallic and BMW Individual Moonstone Metallic.

Interior: more room for luxury and innovation.

Inside, the long-wheelbase version of the new BMW 5 Series Sedan creates a strong impression of technically demanding functionality within an ambience of sheer elegance and superior modern style. The luxurious surroundings and the high standard of features and equipment set the foundation for a level of grand touring comfort quite unique in this segment. The particular design of the cockpit and centre console emphasises the clear orientation of the interior to the driver, just as the displays in Black Panel technology in the instrument cluster as well as the iDrive control system naturally featured as standard contribute to the supreme driving experience.

In addition to the spacious glove compartment, the driver and passengers benefit from numerous, ideally positioned storage spaces, boxes and

cupholders, as well as an additional folding compartment near the dashboard on the driver's side. The armrest on the centre console opens up by means of a vertically split butterfly mechanism, providing convenient access to a USB, AUX-in and power connection within an additional, highly convenient storage compartment.

The horizontal breakdown of the instrument panel emphasising the generous experience of space continues through the door linings all the way to the rear, allowing the passengers to enjoy their travelling experience in truly harmonious surroundings. The interior trim on the dashboard and door linings available in various colours and materials borders at the bottom on a highlight bar in Pearl Gloss Chrome further accentuating the beauty of the car's interior design. The seat upholstery, on the other hand, comes in a choice of one cloth and two leather versions in various colours, allowing the customer to harmonise the interior colour scheme precisely and individually to the colour of the car's paintwork.

The power unit of the new BMW 5 Series Sedan in its long-wheelbase version starts at the touch of the Start/Stop button activated as soon as the remote control key is within the car, making it unnecessary to insert the key the conventional way.

The instrument cluster in Black Panel technology is made up of a high-resolution colour display, control and warning lights, as well as four circular instruments in the traditional style of a sports car, providing information on the most important driving functions. In addition, the display may also be used to offer information on route guidance and the lane recommended to the driver provided by one of the optional navigation systems.

A separate control panel beneath the audio system on the centre console serves to activate and mastermind the automatic air conditioning, heating and ventilation. Featured as standard, the automatic air conditioning comes with separate temperature control on the driver's and front passenger's side, as well as auxiliary ventilation, anti-misting, and efficient use of residual heat.

Automatic air conditioning with an even wider range of functions is available as an option, including features such as automatic air recirculation control, solar glare compensation and air distribution with separate regulation on the driver's and front passenger's side. As yet a further feature, four-zone automatic air conditioning with comfort nozzles, air vents in the B-pillar and a separate control unit at the rear is also available for the truly discerning individualist.

Featured as standard: latest generation of iDrive control.

It almost goes without saying that the long-wheelbase version of the new BMW 5 Series Sedan comes with BMW iDrive as a standard feature controlling all regular and optional entertainment, information, navigation and telecommunication functions. Positioned ideally in terms of ergonomics, the Controller allows the driver to select and activate specific functions conveniently and intuitively by standardised tipping, turning and pressing movements. An image of the Controller presented in the Control Display, as well as the clear structure of the menu, finally, give the driver even better and clearer orientation in choosing the next control function.

The Control Display coming as standard in 7-inch format and, in conjunction with the optional navigation system Professional, with an even larger 10.2 inches across, is integrated in the dashboard at the ideal level and at exactly the right distance from the driver, ensuring superior control and operation while hardly taking your eyes off the road.

Apart from the favourite buttons on the centre console, the new generation of BMW iDrive also features direct selection buttons around the Controller itself, enabling the user to switch very quickly among the CD, Radio, Telephone and Navigation functions.

The range of direct selection buttons is rounded off by the three MENU, BACK and OPTION command buttons. In addition, the eight favourite buttons on the centre console enable the user to select and retrieve not only individual radio stations, telephone numbers and destinations in the navigation system, but also further menu items available through iDrive.

The benefits of BMW iDrive also come out clearly in the use of the optional navigation system. Maps, for example, are combined in high-resolution graphics with arrows instructing the driver on his route.

Full-screen presentation of maps by the Professional navigation system provides a very detailed overview of the region through which the driver and passengers are currently travelling. To save digitalised map material in the system there is a large-capacity hard disc offering additional capacity of approximately 12 GB for the driver's personal collection of music in the interest of maximum enjoyment at all times.

Unique grand touring comfort at the rear.

In its particularly generous rear passenger compartment, the long-wheelbase version of the new BMW 5 Series Sedan offers a whole range of standard and optional features developed specifically for this model in the interest of

supreme comfort and well-being. Indeed, both the grand touring comfort and the options to use this unique sedan as a mobile office reach a new level never seen before in this class.

The BMW 528Li and BMW 535Li come at the rear as standard with a control unit for the audio system comprising a Controller integrated in the centre armrest. Folding, illuminated vanity mirrors as well as two cupholders each on the front and rear seats likewise come as standard features. A special reading light at the rear and a cooling box opening up after the passengers have moved down the centre armrest are available as options.

The high-comfort rear seat bench developed specifically for the long-wheelbase version of the new BMW 5 Series Sedan offers ample space for three passengers. The two outer seats come with single seat contours, their lower backrest angle ensuring a particularly comfortable seating position with additional headroom. Individual temperature and ventilation control on all seats, finally, is provided by optional four-speed automatic air conditioning.

The Executive Feature Line available only on the BMW 535Li ensures a particularly exclusive standard of travelling comfort. Among other features, this special package comprises a folding table integrated in the backrest of the front passenger seat as well as a rear seat entertainment system with 8-inch monitors.

The position of the front passenger's seat may be adjusted from both the driver's side and from the rear.

A feature absolutely unique in the segment of the new BMW 5 Series Sedan is the electrically controlled sunblinds on the rear side windows. Like the rear window sunblind, they are controlled by switches on the right and left rear seat.

Other features again enhancing the driver's and passengers' travelling comfort include the navigation system Professional, seat ventilation and Ambient Lighting including light strips in the front seat backrests.

The long-wheelbase version of the new BMW 5 Series Sedan is available with a choice of no less than three HiFi systems and the entertainment system may be supplemented by a TV function for the reception of digital television programmes. The luggage compartment in the new long-wheelbase 5 Series Sedan accommodates no less than four 46-inch golf bags, while models equipped with a cooling box are still able to take up three golf bags of this size.

The safety features boasted by the Sedan comprising both front and side airbags as well as curtain head airbags at the side for both rows of seats also include ISOFIX child seat fastenings at the rear.

Driving experience: powerful engines, superior suspension technology.

Straight-six power units in no less than four power stages give the new BMW 5 Series Sedan superior dynamism and drive power also in its long-wheelbase version. The sophisticated suspension technology including the model-specific set-up of the springs and damper systems ensures an unusually good balance of driving behaviour.

Versus the former model, both the driving comfort and sporting characteristics of the sedan have been significantly enhanced to an even higher standard, dual progress being ensured by the double wishbone front axle and integral rear axle.

As yet a further outstanding highlight, the new BMW 5 Series Sedan is the only vehicle in its segment to feature EPS Electric Power Steering also in its long-wheelbase version.

The BMW 535Li is powered by a 3.0-litre straight-six with BMW TwinPower Turbo technology, High Precision Injection and fully variable VALVETRONIC valve management. Maximum output is 225 kW/306 hp, accelerating this top model from a standstill to 100 km/h in just 6.1 seconds.

All other model variants come with straight-six power units featuring a composite magnesium/aluminium crankcase and VALVETRONIC valve management. The 3.0-litre power unit in the BMW 528Li, for example, delivers maximum output of 190 kW/258 hp, with acceleration to 100 km/h in 7.2 seconds. Displacing 2.5 litres each, the BMW 523Li and, respectively, the BMW 523Li Standard develop maximum output of 150 kW/204 hp and 130 kW/177 hp. As a result, the BMW 523Li accelerates to 100 km/h in 8.5 seconds, the BMW 523Li Standard completes the same exercise in 9.6 seconds.

BMW EfficientDynamics for supreme fuel economy and emission management.

One of the most outstanding features of all model variants is their exceptionally good balance of fuel economy and driving pleasure – the result of the BMW EfficientDynamics development strategy also benefiting the long-wheelbase version of the new BMW 5 Series Sedan to a particular extent. Among other things, optimised aerodynamics and intelligent

lightweight construction stand for superior economy and exemplary emission control.

Both the power units and the eight-speed automatic transmission ensure a particular high degree of all-round efficiency. EPS Electric Power Steering likewise contributes to the car's efficiency, comprising an electric motor only activated and consuming energy when steering assistance is really required or desired by the driver.

Further features to be found in the long-wheelbase version of the new BMW 5 Series Sedan are active air flap control and Brake Energy Regeneration: The cooling air flaps are opened or closed individually according to current requirements, thus helping to improve the car's aerodynamic qualities when only a small amount of cooling air is required. Brake Energy Regeneration, in turn, concentrates the generation of electric power for the car's on-board network on overrun and the application of the brakes. When accelerating, on the other hand, the generator is usually disconnected to provide more drive power for enhanced driving dynamics.

The wide range of BMW EfficientDynamics technologies used specifically where appropriate on the new long-wheelbase BMW 5 Series Sedan reduces fuel consumption and CO₂ emissions by up to 18 per cent versus the respective predecessor models. The BMW 523Li thus averages 7.9 litres/100 kilometres, equal to 35.8 mpg imp, and a CO₂ rating of 187 grams per kilometre. Average fuel consumption of the new BMW 528Li, in turn, is 8.1 litres/100 kilometres, equal to 34.9 mpg imp, with 192 grams of CO₂ per kilometre.

The new BMW 523Li offers a level of economy quite unique in its performance class, with average fuel consumption of 8.7 litres/100 kilometres, equal to 32.5 mpg imp, and a CO₂ rating of 206 grams per kilometre.

Eight-speed automatic transmission featured as standard.

All versions of the new long-wheelbase BMW 5 Series Sedan come as standard with eight-speed automatic transmission. The BMW 535Li comes with eight-speed Sports Automatic featuring gearshift paddles on the steering wheel and Dynamic Drive Control offering the driver through a toggle switch on the centre console the three COMFORT, NORMAL and SPORT driving modes.

Dynamic Drive Control acts on the progressive position of the gas pedal, the response of the engine, the steering assistance control map, the DSC response thresholds, and the gearshift dynamics of the automatic transmission, enabling the driver to activate a pre-configured, harmoniously balanced overall set-up. On the road the differences between the individual modes come out clearly, showing the driver and passengers the advantages they enjoy in each case.

Powerful, fading-free brakes also contribute to the dynamic driving characteristics of the long-wheelbase version of the new BMW 5 Series Sedan, with the further advantage that the brakes are very comfortable to use and may be dosed with supreme precision. All models come as standard with an electromechanical parking brake featuring an Auto-Hold function activated by pulling a button on the centre console in one quick and brief movement. To release the parking brake, in turn, all the driver has to do is press the same button and push down the brake pedal at the same time.

Absolutely unique in this segment, the Auto-Hold function enhances motoring comfort above all in stop-and-go traffic. Whenever the car comes to a standstill, it is held in position, also on gradients, by a consistent level of brake force, until the driver presses the gas pedal again.

All models come with light-alloy wheels measuring 18 inches on the BMW 535Li and 17 inches on all other models.

Innovative driver assistance systems on the long-wheelbase version of the new BMW 5 Series Sedan.

The choice of innovative driver assistance systems provided by BMW ConnectedDrive is unusually large. In part exclusive to BMW, these systems help to further enhance the driving experience in the long-wheelbase BMW 5 Series. The options available, again unique in this segment, include a Head-Up Display as well as a Parking Assistant, BMW Night Vision even able to detect individual persons, and Lane Departure Warning.

Head-Up Display: important information always where you need it.

Available as an option, the Head-Up Display provides an optimum concept of intuitive control and appropriate information in the cockpit. Information relevant to the driver such as the speed of the car, warnings provided by the driver assistance systems or navigation data is projected by the Head-Up Display into the driver's direct line of vision, in a particularly good ergonomic position on the windscreen. The driver is able to take up and perceive this information without having to re-focus or take his eyes off the road.

Depending on the level of equipment, not only High-Guiding data from the navigation system but also Check/Control information and status data from BMW Night Vision and Lane Departure Warning may all be presented in the Head-Up Display. Given the sheer diversity of driver assistance systems available in the long-wheelbase version of the new BMW 5 Series Sedan, the range of information provided by the Head-Up Display reaches a level never seen before.

The innovative BMW Parking Assistant: extra comfort ensured by fully automatic steering and optimum user guidance.

The long-wheelbase version of the new BMW 5 Series Sedan is the first car in its segment in the Chinese automobile market available as an option with the BMW Parking Assistant. This revolutionary new system supports the driver when manoeuvring safely and conveniently into parking spaces running parallel to the road, even helping him select appropriate parking spaces from the start.

Ultra-sound sensors integrated in the side direction indicators permanently measure the length and width of potential parking spaces by the roadside or on the shoulder next to the road when driving past at a speed of up to 35 km/h or 22 mph. In this way the system looks for parking spaces exceeding the length of the car by at least 1.20 metres or 47".

As long as the system is not activated, the measurement process remains silent in the background. Only when the driver has come to a stop and moved to reverse is he informed of an appropriate parking space by a symbol appearing in the iDrive Control Display. With the system activated, on the other hand, the driver is informed of appropriate parking space from the start while driving by.

In both cases all the driver has to do is press the Controller, confirming that he wishes to use the Parking Assistant.

From now on the driver just has to press the gas and brake pedal and secure the driving manoeuvre while the Parking Assistant takes care of all steering movements required for backing up precisely into a parking space. In the process the driver is guided through the parking manoeuvre by clear and straightforward messages.

For even greater safety at night: BMW Night Vision with detection of individual persons.

The long-wheelbase version of the new BMW 5 Series Sedan is available as an option with an innovative Night Vision system even able to detect

individual persons. The second generation of BMW Night Vision sets the standard in avoiding accidents when driving at night. The central element in the system is a thermal imaging camera integrated in the front end of the car, naturally in full harmony with the car's design. This camera delivers a real-time video image presenting people, animals and other heat-generating objects in high resolution in the Control Display even if they are outside the headlight beam itself.

On BMW Night Vision this presentation is supplemented by automatic detection of persons. To provide this additional function, the video data is analysed by a control unit using intelligent algorithms to search for pedestrians and cyclists potentially on collision course with the car.

Lane Departure Warning: camera-based system warning the driver of unintended lane departure even in the dark.

Again available as an option, Lane Departure Warning detects any departure from the intended course at speeds of at least 70 km/h or 43 mph. The system is made up of a camera fitted near the interior mirror on the windscreen, a control unit for the comparison of data and a signal generator which makes the steering wheel vibrate when necessary.

The camera consistently registers road markings at least on one side of the car, while the control unit calculates the position of the car relative to such markings. Whenever the driver indicates his intention to change lanes or his direction of travel by operating the direction indicator, the warning signal is cancelled out.

The new long-wheelbase version of the BMW 5 Series Sedan: tailored to the Chinese car market.

Presenting the long-wheelbase version of the new BMW 5 Series Sedan at Auto China 2010, Germany's leading manufacturer of premium cars is taking up the success of the former model. Again, the new sedan is clearly oriented in its concept and features to the demands of the Chinese market. Developed in the home country of the world leader in the production of premium cars, the new model is built exclusively at BMW's Chinese plant in Shenyang.

A brand-new development from the ground up, the BMW 5 Series Sedan and, in particular, the long-wheelbase version combines supreme grand touring comfort especially on the rear seats with luxurious interior features, representative design based on modern elegance and the driving pleasure so characteristic of a BMW. With its sporting driving qualities and a level of efficiency quite unique in its segment, the new model stands out in particular as a most modern and up-date Executive Express in the premium market.



3. Supreme Quality, Close to the Market, Intelligent Creation of Value: Production of the New Long-Wheelbase BMW 5 Series Sedan at the Shenyang Plant.

Starting production of the long-wheelbase version of the new BMW 5 Series Sedan at the Shenyang Plant, the BMW Group is consistently continuing its concept of premium quality made in China.

In its development, the new model was tailored from the start to the demands and requirements of the particularly discerning customer in the Chinese market. Now the car is being built exclusively for China, in close cooperation with local partners and production suppliers. In this way the BMW Group is continuing its principle of “production follows the market” defined through the Group’s overall global production network. It almost goes without saying that production at the Shenyang Plant complies in full with the global standards of the BMW Group in terms of quality, safety, and sustainability.

Preparing production of the long-wheelbase version of the new BMW 5 Series Sedan in Shenyang, the BMW Group has made significant investments in the expansion, modification and modernisation of all production facilities. Similarly, some 500 specially trained employees will be integrated in the production of the new BMW 5 Series Sedan in the years to come. And in the process of expanding capacities accompanying production of the long-wheelbase version of the new BMW 5 Series Sedan, cooperation with local partners in production and suppliers will also be further enhanced.

Car production in Shenyang: a joint venture since 2003.

The Shenyang Plant in the Chinese Province of Liaoning has been operated as a joint venture by the BMW Group and Brilliance China Automotive Holdings Ltd since 2003, with more than 150,000 vehicles being built for the Chinese market since then at this location.

So far the Plant has built not only the long-wheelbase version of the predecessor to the new BMW 5 Series Sedan, but also the BMW 3 Series, in all building 15 model variants of the two series parallel to one another.

Expansion and modernisation of the Shenyang Plant.

Preparing the start of production of the long-wheelbase version of the new BMW 5 Series Sedan in Shenyang, significant investments have been made in the expansion and modernisation of the production facilities, with a brand-new hall measuring approximately 18,500 square metres or almost 200,000 square feet being built for the Body Shop of the the new model.

The production process in the Paintshop has also been modified and enhanced for the new model, with the new colours Moonstone Metallic and Imperial Blue Metallic available from the start of production.

Significant expansion and modification of the Plant to meet the requirements of the new sedan has also been made in Assembly, Quality Assurance and IT, with new production methods being used also in pre-assembling the cockpit, in the production of the rear axle subframe, and in the integration of driver assistance systems featured for the first time in the long-wheelbase version of the new BMW 5 Series Sedan. Using the most advanced production processes, the cost of production has also been reduced significantly versus the former model.

Close cooperation with local partners in production.

The Shenyang Plant currently employs a workforce of approximately 3,700 workers. Another 500 specially trained workers will be hired additionally in the years to come for the second plant.

The Plant has a remarkably young and well-trained workforce, with 87 per cent of all employees being under 36, 69 per cent of the workforce holding a college degree or an even higher level of qualification, and 24 per cent of the employees having completed their studies at university.

The integration of local production partners and suppliers is also being promoted through the expansion of production capacities. Close cooperation and the specific exchange of know-how will consistently optimise both the level of quality and the degree of efficiency in production.

Chinese suppliers are also involved in the development and construction of the plant facilities and tooling required for building the long-wheelbase version of the new BMW 5 Series Sedan in Shenyang. A large percentage of the plant facilities and equipment developed for the new model comes from specialist companies in China, thus once again ensuring the strict quality standards of the BMW Group in close cooperation with local partners.

Production focusing on sustainability and quality.

All production processes at the Shenyang Plant are subject to the high global standards of the BMW Group in terms of quality, safety and sustainability. And now, with the start of production of the long-wheelbase version of the new BMW 5 Series Sedan, the standards fulfilled are even more demanding. Energy consumption and carbon dioxide emissions, for example, are down by more than 12 per cent, while water consumption is more than 40 per cent lower than before.

The cars built in Shenyang naturally comply in full with the worldwide quality standards for cars imposed by the BMW Group. The high level of quality is also confirmed by the Plant's excellent results in the latest J. D. Power Report on customer satisfaction in the Chinese car market lauding BMW as the best of all car brands active in China.

The Initial Quality Study (IQS) conducted by renowned market researcher J. D. Power and Associates, asking new car customers in China about their complaints regarding their car after roughly three months of ownership, again shows excellent results. The problems specified by customers on a questionnaire were split up into mistakes in production, on the one hand, and concept-related complaints, on the other, BMW scoring first place overall in the 2009 IQS thanks to excellent ratings by customers.

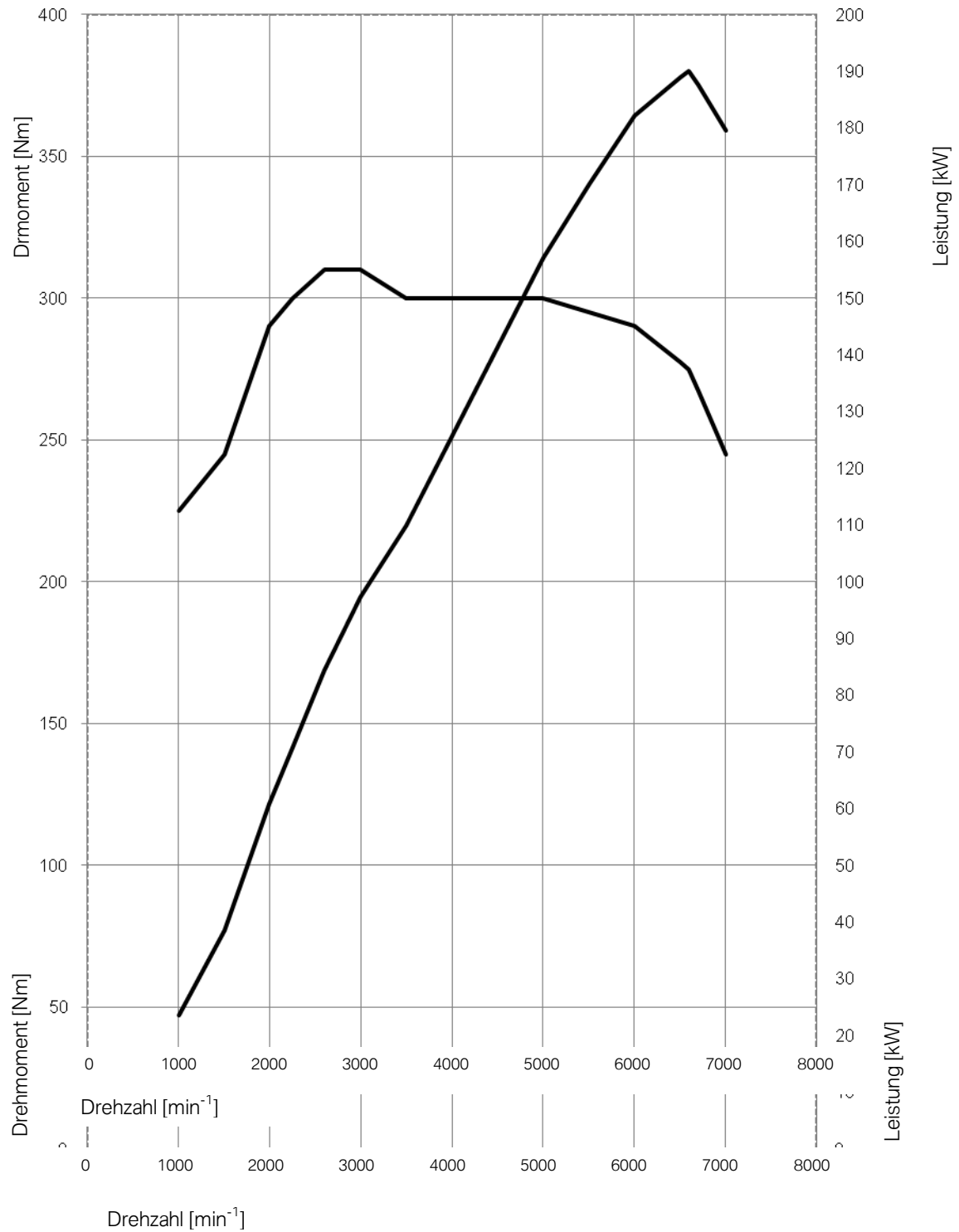
Showing its strong commitment to the Shenyang Plant, the BMW Group plays an active role in the dynamic growth process in the Chinese automobile market. In 2009 China was the BMW Group's fourth-largest sales market, accounting for a sales volume of no less than 90,536 units.

With an exclusive model developed especially for the Chinese market, through local production closely integrating local partners and suppliers, and with consistent programs for quality assurance, environmental protection and the qualification of employees, the BMW Group is strengthening its position in the Chinese market, at the same time generating lasting momentum for the ongoing development of the Shenyang region.

4. Specifications.



5. Output and Torque Diagrams.



6. Exterior and Interior Dimensions.

